

2012 SOC SURFRIDER CHAPTER – OCEAN FRIENDLY GARDEN PROGRAM – PROJECT PLAN

Goals	Organizational Constraints	Allies	Targets	Tactics	Time-line
<ul style="list-style-type: none"> Communicate Educate Promote Convert 	Budget: \$1,000	SCWD/MWD	Primary:	1. Lawn Patrol at Azul Dr. to show OFG conversion in action. Engage media (SC and Dana point Times) to join.	3/12
	Yard signs Training collateral Advertising Promotional items	SOC water agencies	SOC Chapter members	2. Create chapter OFG communication plan to include print media, internet, chapter meeting, HOA and business outreach meetings.	5/12
	Issues:	Tree of Life Nursery	SOC residents	3. Create data base of grants, rebates, discounts and other funding to offset cost of OFG conversions.	3/12
	Need sub-committee Members.	CA Native Plant Society	SOC HOA's SOC business's	4. Schedule/attend meetings with allies to coordinate OFG programs.	8/12
		Newport & San Diego SF Chapter	Secondary: SOC City councils SOC Schools SOC Park & Rec State Parks	5. Identify 5 OFG site candidates and provide support to begin projects.	7/12